

# MILLARD COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	12,554	12,645	-	-	
Total Non-Ag Employment	3,951	3,987	-	-	
Non-Ag Avg Monthly Wage	\$2,945	\$2,962	-	-	
Per Capita Income	\$27,777	\$29,669	-	-	
Unemployment Rate*	6.4%	5.1%	-	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$17,387,910	\$18,135,216	-	-	
Travel & Tourism Related Employment	327	328	-	-	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$909,399	\$956,454	-	-	
Transient Room Tax	\$105,569	\$117,004	\$109,696	-6.2%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$173,416,064	\$167,516,018	-	-	
<b>REGIONAL VISITATION COUNTS</b>					
Capitol Reef N.P.	662,659	668,833	673,345	0.7%	
Palisade S.P.	141,458	167,869	195,596	16.5%	
Yuba S.P.	225,213	140,965	237,708	68.6%	
Fremont Indian S.P.	78,055	101,993	113,892	11.7%	
Territorial Statehouse S.P.	8,817	22,564	29,079	28.9%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology changed in 2010

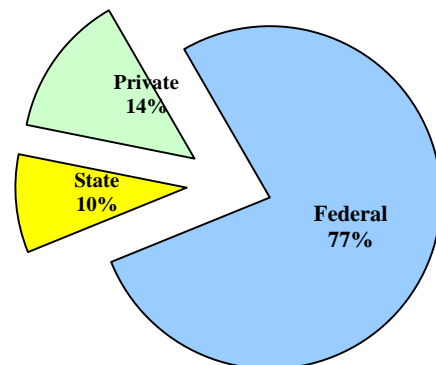
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Land Ownership - 2012	% Total
<b>Total Acres in County</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>79.4%</b>
BLM	70.7%
US Forest Service	8.7%
National Park Service	--
National Wildlife Service	--
Other •	--
<b>State Government</b>	<b>9.5%</b>
Utah State Parks & Recreation	--
Utah State Wildlife Reserves	0.6%
State Trust Lands	8.9%
Other ••	--
<b>American Indian</b>	<b>0.0%</b>
<b>Private*</b>	<b>13.9%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



# Millard County Tourism Profile

